



EUROPEAN WEEK AGAINST CANCER

25-31 MAY 2021

Can you spare 5 minutes? Read this toolkit and join the Cancer Leagues' community to help us reach maximum impact during #EwAC2021!



Co-funded by
the Health Programme
of the European Union



ECL
Association of European
Cancer Leagues

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What is EWAC?



What is ECL trying to achieve during #EWAC2021?



7 days, 7 themes

- Primary prevention
- Secondary prevention
- Research
- Access to treatment
- Patients & survivors
- Digital health
- World No Tobacco Day



How can you contribute to the campaign?

- Have you got 5 minutes?
- Have you got 30 minutes?
- More than 30 min to spare?



Useful materials & links



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A key international awareness week on the health calendar, The European week Against Cancer (EWAC) takes place every year between 25 and 31 May to unite Europe in the fight against cancer, under the one banner.

During EWAC, individuals, organisations and governments across Europe organise various virtual activities and events aimed at raising awareness and educating the wider public about cancer and cancer issues.

EWAC is organised by the [Association of Cancer Leagues \(ECL\)](#), in collaboration with its member leagues and partners across Europe. During EWAC, all public, private and non-profit organisations in the cancer community are encouraged to organise virtual events, promote relevant publications and projects, as well as make use of our communication materials.

WHAT IS ECL TRYING TO ACHIEVE DURING #EWAC2021?

In 2021, ECL's EWAC campaign will highlight and focus on shaping the implementation of Europe's Beating Cancer Plan (#EUCancerPlan) - a flagship initiative of the European Commission in the 2019-2024 legislative term.

During [#EWAC2021](#), ECL will seek to:

- raise awareness about the flagship initiatives and supporting actions outlined in [Europe's Beating Cancer Plan](#);
- promote cancer leagues' recommendations for ensuring the Plan's implementation works for patients and meets the needs identified by European cancer societies.

Europe's Beating Cancer Plan

- [Communication on Europe's Beating Cancer Plan](#)
- [Webpage](#)
- [Press Release](#)

7 DAYS OF #EWAC2021

#EWAC2021 will take place between Tuesday 25 May and Monday 31 May 2021. Each day will focus on a different aspect of the cancer control continuum.



PRIMARY PREVENTION

Tuesday, 25 May



EARLY DETECTION

wednesday, 26 May



RESEARCH

Thursday, 27 May



ACCESS TO TREATMENT

Friday, 28 May



PATIENTS & SURVIVORS

Saturday, 29 May



DIGITAL HEALTH & CARE

Sunday, 30 May



TOBACCO CONTROL

World No Tobacco Day

Monday, 31 May

⇒ Check out the [EWAC drive](#) to find useful materials, including logos, visuals for each day and ready-made messages for your social media channels.

HOW CAN YOU HELP?

Everyone has a role to play in the fight against cancer! Please support the campaign - even if you only have 5 minutes to spare.



HAVE 5 MINUTES TO SPARE?

1. Check out [EwAC's official webpage](#).
2. Share/post messages and images on Twitter, Facebook & LinkedIn.



HAVE 30 MINUTES TO SUPPORT #EWAC2021?

1. Check out [EwAC's official webpage](#).
2. Support [#EwAC2021](#) on Twitter, Facebook and LinkedIn by linking, sharing and posting [our material](#), or your own content.
3. Add the [EwAC frame](#) to your Facebook profile & the [EwAC Twibbon](#) to your Twitter profile.
4. Add an [EwAC banner](#) to your email signature.



WHAT ELSE CAN THE CANCER COMMUNITY DO?

1. Get busy on social media creating your own content and sharing [our material](#).
2. Hold [online meetings/webinars](#) with your partners, collaborators and members to inform them about the actions within [Europe's Beating Cancer Plan](#).
3. Participate in other ECL's activities:
 - [policy dialogue on medicines for children and rare diseases](#)
 - [webinar on the GDPR and clinical research](#)
 - [webinar on physical activity](#)
 - [joint statement on cervical cancer elimination](#)
 - [virtual artistic exhibition](#)



5 MIN SUPPORTER'S PLAN

Share a post on Facebook, Twitter and LinkedIn

ECL will be posting messages throughout the week. Please choose one or more messages and cards, and share them with your social media friends. If you find you have more time, create your own material. Remember to use the hashtags [#EWAC2021](#) and [#EUCancerPlan](#) to help create a wave of engagement.

1. Post one of the ready-made messages and images on your/your organisations' Facebook, Twitter and LinkedIn timelines. See the official social media handles and more resources on page 10.
2. Click [HERE](#) to download the images you will need to accompany your post(s).

I am supporting #EWAC2021 @EU_EWAC! Together, we can shape the implementation of #EUCancerPlan and improve cancer control and care in #Europe!
<https://bit.ly/ewac-2021>

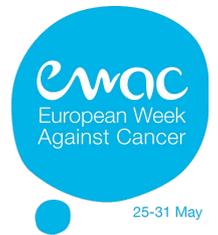
The #EUCancerPlan is here! Let's ensure it works well for #patients & meets the needs identified by the #EU #cancer community! Find out more about @EU_EWAC & join the campaign: <https://bit.ly/ewac-2021> #EWAC2021

#CancerLeagues are the main source of info and services for citizens, #cancer patients & survivors. I am joining @EU_EWAC to shape the implementation of #EUCancerPlan! #EWAC2021 <https://bit.ly/ewac-2021>





30 MIN SUPPORTER'S PLAN



1. Share and create posts for Facebook, Twitter and LinkedIn
2. Add the #EWAC frame to Facebook & the Twibbon to Twitter



How? It's easy! Go to:



- http://www.facebook.com/profilepicframes/?selected_overlay_id=745961106090448
- <https://twibbon.com/support/european-week-against-cancer>

“Please help support European Week Against Cancer, add a #Twibbon now! <https://twibbon.com/support/european-week-against-cancer>”

3. Add the EWAC banner to your email signature

The ECL Secretariat

Association of European Cancer Leagues (ECL)



Chaussee de Louvain 479, 1030 Brussels, Belgium

Tel. : +32 2 256 2000 - Mobile : +32 476 50 2727

www.cancercode.eu

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JOIN THE EUROPEAN WEEK AGAINST CANCER

25-31 May 2021 #EWAC2021



SUPER SUPPORTER'S PLAN



If you have the enough time, energy and enthusiasm, in addition to the activities described on page 6 and 7, we encourage cancer organisations to get in touch with their members, regional affiliates and partners to create further awareness about [#EWAC2021](#) and [#EUCancerPlan](#). Here is how you can do it!

1. Get busy on social media

Throughout #EWAC2021, use EWAC's [logo](#) on your own posts and content. Share stories, best practices, publications and events connected to different cancer issues.

Make use of our [social media cards](#). A social media calendar, including ready-made messages for each of the 7 days of #EWAC2021 and visuals, will be available soon.



#CervicalCancer could be the 1st #cancer EVER to be eliminated!

During @EU_EWAC we're calling on the #EU and @WHO_Europe #MS to take 7 key actions to #EndCervicalCancer!

<https://bit.ly/2PxG6jF>

#EWAC2021 #EUCancerPlan

2. Translate and promote cancer leagues' recommendations for the implementation of #EUCancerPlan on social media

Cancer leagues wishing to translate our [social media cards](#) can email us your organisation's logos and the translated text and we will design the cards for you. More cards will be added soon!



SUPER SUPPORTER'S PLAN

3. Organise an online meeting or a webinar

Connect with your members, supporters and partners during [#EWAC2021!](#) This is a great opportunity for you to showcase your efforts to influence the implementation of [#EUCancerPlan](#) at the national and regional level, as well as get feedback and help from the community to amplify your voice locally.

4. Send a letter to national decision-makers with ECL's/your recommendations for the implementation of Europe's Beating Cancer Plan

EWAC is the perfect time to reach out to national decision-makers regarding your (and ECL's) priorities for the implementation of [#EUCancerPlan](#). You can use this [template letter](#). You can also reach out to your MPs, [MEPs](#) and national agencies for public health, medicines, HTA, employment etc.

5. Take part in other activities facilitated by ECL

Join [ECL's policy dialogue on the Revision of the EU regulations on medicines for children and rare diseases](#) on 20 May from 12:00 - 13:30 CEST.

Join [ESMO's webinar on the GDPR and its impact on clinical research](#) on 21 May from 13:00 - 15:30 CEST supported by the [MAC interest group](#).

Join [ECL's webinar of Physical Activity & Cancer Prevention](#) on 25 May from 15:00 - 16:15 CEST.

[Endorse our Joint Statement](#) on Europe's path to cervical cancer elimination by filling in this form or emailing Gina@europeanleague.org

Spread the word about the [WASABY mobile app](#) - the first ever app about the European Code Against Cancer (ECAC).

Share and/or participate in the [call for artworks for a virtual exhibition](#) aimed at health & life sciences students and young professionals aged 18-35.



CHECK THE OFFICIAL EWAC WEBPAGE

Go to <https://www.europecancerleagues.org/european-week-against-cancer-2021/>



SOCIAL MEDIA CHANNELS AND HANDLES



@EU_EWAC @CancerLeagues



@WeekAgainstCancer @CancerLeagues



ECL Association of European Cancer Leagues



#EWAC2021 #EUCancerPlan



WHERE CAN YOU FIND COMMS MATERIALS?

Go to [EWAC 2021 Google Drive](#) and find:

- EWAC logos
- Email signature (picture)
- Visuals for Twitter, Facebook and LinkedIn
- Frames for Facebook & Twitter
- Social media calendar with suggested posts
- Template letter to decision-makers



NEED SUPPORT?

Policy-related questions? Send an email to Linda@europeancancerleagues.org

Need help with social media posts & translations?
Send an email to Gina@europeancancerleagues.org